

INTRODUCING
Plierench[®]

**The Versatile Hand Tool
for Everyone!**

Serves as a

PLIERS

WRENCH

NAIL PULLER

EXPANDER

EMERGENCY JACK

HAND VISE

WIRE CUTTER

METAL SHAPER

WIRE BENDER



Manufactured by

GALLAND HENNING NOPAK, INC.

1025 South 40th Street
Milwaukee, WI 53215
414/645-6000

Why the “Plierench”?

America's well-known tool manufacturers make hundreds of specialty tools for specific work uses. We don't presume to claim that the “Plierench” is their equal for every specific application, but how many of us can afford to own several hundred such specialty tools — and, even if we could, where would we store them to be readily available . . . in a drawer, a toolbox or glove compartment? Admittedly, “Plierench” is not the best answer for every job, but nowhere can you find ONE light but strong, compact handyman's “universal helper” which in an emergency can usually “save the day”.

- It's the ideal “take-me-along” universal tool that “pinch hits” for many specialty tools when space and weight are at a premium.
- It is precision broached and milled — a fine machinist's tool — built to last for your lifetime (or until your best friend swipes it from you!).

IT'S THE IDEAL GIFT — the perfect gift idea for Christmas, Birthdays, Father's Day, Mother's Day . . . any day!

Order Your “Plierench” Today!

MODEL 8½ KSM

8½” long with the Universal Jaw, Small Pipe Jaw, Giant Pipe Jaw, Giant Internal/External Jaw and Wire Jaw in custom plastic Pouch with grommets for wall mounting.

MODEL 8½ TM

8½” long with Universal Jaw only.

Write, Phone or Telex

GALLAND HENNING NOPAK, INC.

1025 South 40th Street

Milwaukee, WI 53215

414/645-6000

Telex 26-6900

GALLAND HENNING NOPAK, INC.

**Quality Products
for Industry
Since 1889**

Manufacturers of



**Hydraulic and Pneumatic
Cylinders and Valves.**



GALLAND HENNING
Scrap Processing
Equipment, Balers
and Shears.

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The Story of the Plierench[®]

(the workaday world's best kept secret)

*by H. A. Nunnemacher, Chmn.
Galland Henning Nopak, Inc.*

In the early 1930's when I began working at GHN as an assembler's helper, our "old" factory at 31st & Montana would be visited periodically by a slightly built man. After obtaining permission from the plant supt., Karl Oscar Nelson, he would set up a card table off the back of his car near the main shop door, and spread out on this card table his "Plierenches"!

Not all the jaw inserts available today were displayed then, but every assembler and most of our machinists bought a "Plierench" for their toolbox; and very often a second or third "Plierench" for their auto glove compartment, boat, tackle box, camping, climbing or hiking gear, and often for their wives' kitchen drawer. I'm sure the same enthusiasm extended to the employees of almost every factory in Milwaukee where he displayed.

The brilliant man who conceived, machined, assembled and sold "Plierenches" was Mr. Eifel — a tool and die genius who lived in Chicago. After World War II we saw Mr. Eifel less and less often; after his death, his widow sold the equipment for producing this unbelievable handy tool to a plumbing supply manufacturer who

attempted to market it through plumbing distributors.

“Plierench” was subsequently sold to a specialty tool and die company maker who attempted to sell it through chain hardware stores. They displayed “Plierenches” on a pegboard; that strategy was also unsuccessful because “aisle strollers” could not visualize the practicality and amazing versatility of this hand tool . . . and thus could not justify its price for “*just a pair of pliers*”!

Through all these years of misdirected sales efforts, Galland Henning made periodic quantity purchases from these successive manufacturers for our employees and for our best customers. In 1980 our source of supply was threatened. We had ordered 3 dozen sets, and after several months without delivery, were asked by the manufacturer to *reduce* the order to 6 sets only! (Imagine — a supplier begs you to *short* an order! We wondered: “what’s going on there!”)

So-o . . . as in the well-known electric razor ad, we too, liking the product so much, had no choice but to buy the business!

(I still have, and consistently use, the “Plierench” I personally bought from Mr. Eifel in 1937.)

What "Plierench" Can Do for You!

"Plierench" fits all SAE, USES and METRIC dimensions up to 3" diam. and 765 mm. diam.

- It can replace many types of wrenches, pliers, crimpers, wire benders and power expanders.
- It can be an alignment tool and a hand jack for lifting up to 500 pounds.
- It provides a firm grip ranging from delicate to extremely powerful.
- It is the ideal Universal Tool to be carried, when space and weight must be saved, by:

Machinists, mechanics, plumbers, electricians, servicemen, linemen, lumbermen, farmers,

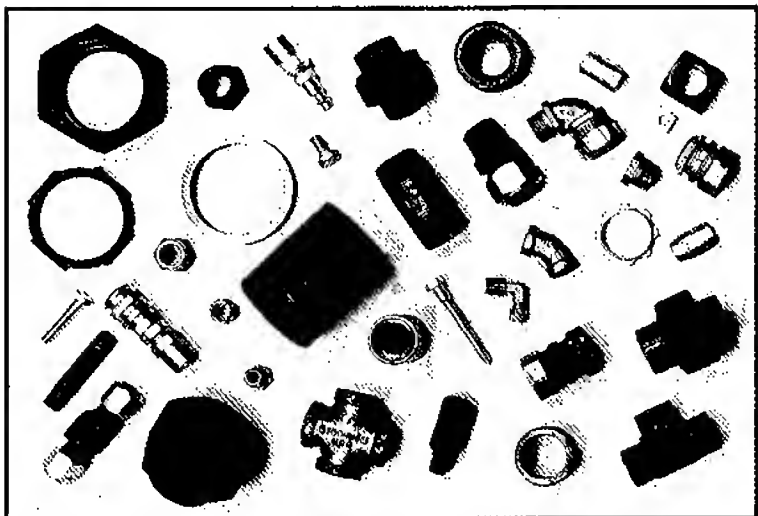
Campers, hunters, fishermen, power & sail boaters, canoeists, cyclists, motorists.

As the old saying goes —

If you're limited to one book, let it be the Bible.

Likewise — if you're limited to one tool,

Let it be "Plierench"!



FITS ALL THESE AND MORE